GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:2992
ANSWERED ON:10.08.2000
MARKETING POLICY
DUKHA BHAGAT

Will the Minister of RAILWAYS be pleased to state:

(a) whether the railway department has not formulated an effective marketing policy to earn more revenue; and

(b) if so, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI DIGVIJAY SINGH)

(a) No, Sir. the railways do have a well defined marketing strategy to increase its revenue.

(b) does not arise.